



**Trayce
Jackson-Davis**

**Branding
&
Marketing**

Who is Trayce Jackson-Davis?

Hometown: Greenwood, IN

Major: Sports Marketing

Parents: Dale Davis & Ray & Karla Jackson

Siblings: Caida Davis, Arielle & Tayven Jackson

Personality Traits: Leader, Hard worker, & comedian

Player Comp: David West



INDIANAPOLIS & GREENWOOD BUSINESSES



Food Opportunities

Jockamo Upper Crust Pizza

- Pizza chain with 3 locations in Indianapolis suburbs; Greenwood, Irvington, & Lawrence.
- They do a lot of business through delivery, Trayce could be a specialty delivery man and deliver free tickets as well.



Nothing Bundt Cakes

- 6 locations in Indiana, 3 in Indianapolis. Including one in Trayce's hometown of Greenwood.
- For celebrations, Trayce could go to Nothing Bundt Cakes and post about on social media.



Other Possible Food Opportunities

RAM Restaurant & Brewery

- Popular restaurant/bar in Indianapolis. They have 5 signature beers brewed by RAM.
- Trayce can be a special guest for a Trayce Jackson Davis night. His favorite entree and drink (when he's 21) can be on sale for the night and Trayce could be a guest server.

Buck Creek Winery

- Winery located in Indy, apart of the 5 winery "Indy Wine Trail" All are within minutes of downtown Indianapolis.
- Trayce could go on the trail and tour each winery as a special guest. After he turns 21, of course.

The logo for RAM Restaurant & Brewery features the word "RAM" in large, white, bold, serif capital letters on a red background. To the right of "RAM" is a stylized, white line-art illustration of a ram's head and horns. Below the illustration, the words "RESTAURANT & BREWERY" are written in a smaller, white, sans-serif font.

RAM

RESTAURANT & BREWERY



Other Possibilities

Champion Chrysler Jeep Dodge RAM

- Chrysler car dealership in Indianapolis, their motto is “Nobody Beats a Champion”
Perfect motto for an athlete.
- Trayce could do a yearly autograph signing in exchange for a free lease on a new car.



Other Possibilities

Collector's Den

- Memorabilia store with 2 locations in Indianapolis. Their big store is in the Circle Centre Mall.
- Collector's Den has done multiple signings with players from IU & Purdue. Trayce could do a singular signing or with teammate Armaan Franklin since they are both from Indy.



James Dant

- Men's clothing store in Indianapolis. They sell cologne, socks, candles, and even have their own beard & shave brand.
- Trayce could be a brand ambassador by repping their brand and posting about it. He could also make appearances in store.



Other Possibilities

Tom James Company

- Tom James makes custom suits and shirts for both men and women. They started in Tennessee, but have a store in Indy.
- Trayce could wear a Tom James suit on Draft Night and anytime he makes professional experiences.



Candy Pizzazz

- Gourmet candy shop located just north of Indianapolis in Carmel. They do many sports themed candies as well.
- Trayce could make an appearance in store, be apart of a radio ad, or even collaborate with them to create his own candy bar, etc.

Dad's Root Beer

- Dad's Root Beer has multiple locations throughout Indiana. They also own sodas Bubble Up & Dr. Wells.
- Trayce could do a store appearance and star in local TV ads.



Regional Brands



Beverage Opportunities

WISCONSIN BORN AND BRED

25 Calories
or Less
and **0** Grams
of Sugar

Clutch ENERGY

MORE FREAKIN' POWER BLEND
PRE-ADVENTURE
BOOST OF POWER

BOONDOCK NATION PERFORMANCE BLEND
LONG LASTING
SUSTAINABLE ENERGY

POWERNATION RECOVERY BLEND
NON-CARBONATED
POST-ADVENTURE RECOVERY

Clutch ENERGY
CITRUS
GRAPE
POWER+

Clutch ENERGY
ORANGE
MANGO
SUSTAIN+

Clutch ENERGY
RASPBERRY
MANGO
RECOVERY+

Clutch Energy Drink

- Clutch Energy Drink is a small and upcoming company based in Wisconsin. They are mostly sold in smaller grocery stores.
- Trayce could rep Clutch shirts and do advertisements with the company to help expand their brand as well.

Clutch
/// ENERGY

Other Possible Opportunities

Midwest Shades

- Sunglass company based in Cincinnati, OH. They have many different glasses and collections.
- Trayce could sport their brand when out in the public as well as star in advertisements, and maybe even have his own collection for consumers.



MIDWEST
L I V I N G T H E D R E A M

National Brands



Food Opportunities

Graeter's Ice Cream

- Ice cream chain based in Cincinnati, Ohio. They have ice cream in 6,000 stores around the US.
- They could promote through Trayce by making a personal profile on their site with all his favorite flavors.



Erbert & Gerbert's

- Sandwich chain based in Wisconsin. They have many restaurants in states around the US. There is one in Indy.
- Trayce could serve customers for the day or be involved in social media ads.

Other Possible Opportunities

Nike

- Trayce wore Nike in High School and played for the Indy Heat who were sponsored by Nike.
- As an NBA player and possible late 1st Round pick in 2020 or 2021, Trayce would be very attractive to Nike. Shoe deals have been done with late 1st and even 2nd Round picks before.



Made to Order Jeans

- Jean website that ships Worldwide. They make jeans as you order them. Mostly for big and tall men.
- Trayce is a very tall human, possibly making it hard to find jeans. If people see a professional athlete modeling on their website it helps their credibility.
-

Bloomington Businesses



Food Opportunities

Buffa Louie's

- Sports themed restaurant/bar that serves sandwiches, wings, and beer. I have seen a few posts with Trayce eating at Buffa Louies.
- Trayce could make an appearance or two in season after he leaves or they could even have a “Trayce Jackson-Davis Night” where he serves as well.



Uptown Cafe

- There are 5 other Uptown Cafes in Indiana. So this could turn into a bigger endorsement deal than just 1 Bloomington Cafe.
- Trayce could make appearances at Uptown Cafe and post on social media as he drinks their coffee, etc.

Other Possible Opportunities

Bishop Accounting Services

- Accountant in Bloomington, Trayce could endorse this company and bring many young college students at IU to Bishop Accounting.

Awards Center

- Trophy shop in Bloomington. With Trayce being a bigtime athlete from the area, why not find a way to endorse a local trophy shop.



Recognize

Appreciate

Motivate

Achieve



Potential Appearance Opportunities



Indy Fuel

- Possible game night tribute.
- Game night celebrity and play in the 3-shot challenge for donation to organization.



Indianapolis Indians

- Game Day celebrity honoree.
- Throw out first pitch.





Center Grove HS

- Jersey Retirement and Recognition Night.

- Of course, we have no say in whether or not Center Grove would want to retire his number. But why wouldn't they retire an professional player's number.

McDonalds All-American Reunion

- Get in contact with Trayce's teammates for the 2019 McDonald's All-American Game. Then we can do a series of appearances with a few of them.
- Key teammates include Cole Anthony & James Wiseman.





Branding Strategy

- Very few players are able to say they played for Team USA or are a McDonald's All-American, we can use that as we brand Trayce and get him involved around the community.